

JUN 7 1943

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FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, JUNE 4, 1943

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday June 4 10:00 A.M.	PRESS PREVIEW FALL HAT TRENDS This Press preview follows the first showings of these trend-making hats to manufacturers and their designers who have paid \$100 admission for the privilege. Press admitted free, of course, and by invitation only. Contact: Miss Heller, Seymour Mittelmark, PE. 6-7494.	MILLINERY FASHION INSPIRATION, INC.	WALDORF ASTORIA HOTEL JANSEN SUITE
Friday June 4- June 12 10:00 A.M.- 10:00 P.M. Saturdays Until 5:00 P.M.	20TH ANNUAL EXHIBITION OF STUDENT WORK Traphagen School invites the Press and friends to its 20th annual exhibition of the work of the pupils of the day and evening school. This year's exhibit stresses a make-ends-meet program in all departments of the School, including fashion design, fashion illustration, textile design, interior decoration, window display, dressmaking, draping, patternmaking and millinery. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY
Friday June 4 1:00 P.M.	ANNUAL GRADUATION EXERCISES The students are having their Graduation Luncheon in the East Foyer of the Waldorf Astoria. Graduates will be addressed by Jessica Daves, Managing Editor, Vogue Magazine. Also by Michael Schaap, President, Bloomingdale Bros. Parents, their friends and Fashion Press by invitation. Contact: Mme. Denise Dolfin, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	WALDORF ASTORIA HOTEL EAST FOYER
Friday June 4 6:00 P.M.	INFORMAL SHOWING OF ALL-SUMMER FASHIONS Large all-purpose collection of dresses, suits, top coats and sparkling accessories to keep the Summer wardrobe gay and versatile. A constant stream of models will parade the clothes. Open to Press and public. Publicity: ST. 9-4700.	JOHN WANAMAKER	B'WAY AT 9TH STREET FASHION STORE BUDGET FL.
Friday June 4 6:30 P.M.	DINNER AND DISCUSSION ON COTTON FIBERS Dr. K. L. Hertel of Fiber Research Laboratory of U. of Tennessee, will discuss new methods of measuring the properties of cotton fibers. Cotton converters and specialists in fiber technology will be interested. Discussion at 8:00 P.M. follows the 6:30 P.M. dinner. Dinner: \$1.55. Contact: Bernice Bronner, Good Housekeeping, CO. 5-7300.	AMERICAN ASSOCIATION OF TEXTILE TECHNOLOGISTS	BUILDERS' CLUB 2 PARK AVE., 26TH FLOOR
Week of June 6- June 12	FALL APPAREL CLINICS This year's Clinics will be held in June instead of August. Included will be Women's, Misses', Juniors' and Children's Apparel, Sportswear, Daytime Frocks, Infants' wear and an accessory clinic under direction of Katherine Ratto, Dir., Merchandise Service. Program includes speakers, fashion shows, and merchandise analysis, plus a survey conducted by a leading fashion magazine on "today's changing conditions and their effect on fashions." Contact: Katherine Ratto, Dir., Merchandise Service, Merchandise Mart, Chicago, Ill.	CHICAGO MANUFACTURERS	MERCHANDISE MART, MORRISON, SHERMAN AND LA SALLE HOTELS



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Showing	FALL SCARF COLLECTION With accessories playing an increasingly important role in the retail fashion picture, this new Glentex scarf collection has timely interest. Contact: Ann R. Silver Associates, MU. 2-8633.	GLENSDER TEXTILE CO.	417 FIFTH AVENUE
Just Opened	WOMEN'S CUSTOM UNIFORM DEPARTMENT This famous custom tailor, outfitter to ranking officers in service through two wars, announces the opening in his new quarters of a special department for WAACS, WAVES, SPARS, Marines, Army and Navy Nurses. This women's department has been opened at the request of the service women, themselves, who were recommended to Luxenberg by their male friends in service. Contact: Ann R. Silver Associates, MU. 2-8633.	LUXENBERG	485 MADISON AVENUE 2ND FLOOR
Now Going On	EARLY SHOWINGS: SPRING COTTON FABRIC LINES In spite of the uncertainty of what lies ahead in fashion, cotton will always continue to be a favorite native product of the U.S.A. Some of the forward-looking downtown cotton fabric houses are thinking as far ahead as next Spring and are projecting small ranges of cotton prints and colored woven cottons during this month. This replaces the big-scale collection generally shown a little later in the season. Early orders are encouraged because of uncertain delivery.	DOWNTOWN NEW YORK COTTON FABRIC MAKERS	INDIVIDUAL SHOWROOMS
Now Available	"THIS TOO IS AMERICA AT WAR" POSTER As a part of their plan of advertising to help in the war effort, Pacific Mills is offering a poster blow-up of the famous Peter Helck painting. Poster without charge to retail stores for use in windows and interior displays. Contact: Pacific Mills, 214 Church St., N.Y.C., WO. 2-2200.	PACIFIC MILLS	214 CHURCH STREET
Now Going On Through June 8	"ARMY! GO AHEAD! PLEASE" This is a dramatization of the Army's aircraft warning system presented daily at 11 A.M., 2 P.M. and 4 P.M. through Tuesday, June 8th in a special auditorium constructed for these performances. Public invited. Publicity: Kay Inglis Jones, CH. 4-2000.	FIRST FIGHTER COMMAND	R. H. MACY & CO. HERALD SQUARE, 6 FL.

WEEK BEGINNING MONDAY, JUNE 7, 1943

Monday June 7 2:30 P.M.	FALL AND WINTER COLLEC- TION OF WAR-TIME CLOTHES Buyers and Press invited. Contact: Charles Armour, LO. 5-1622.	CHARLES ARMOUR	498 SEVENTH AVENUE
Monday June 7 5:00-7:00 P.M.	PREVIEW: 22ND ANNUAL EX- HIBIT OF ADVERTISING ART Annual showing of the best illustrations in advertising. A competent committee will judge and make awards for the best ads. Any art director, artist, photographer, designer (or any organization) which has produced, directed or published a piece of advertising art or any advertising unit appearing in published form between February 16, 1942 and February 16, 1943, is eligible to show it. Send material to Exhibition Committee. Entry fee for each accepted piece is \$15, payable upon acceptance. Preview, June 7th, by invitation. Open to public from June 8-30. Contact: Miss Winifred Karn, Art Directors' Club, 115 E. 40th St., N.Y.C., CA. 5-4340.	ART DIRECTORS' CLUB	N.Y. PUBLIC LIBRARY 42ND ST. AT 5TH AVE.



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday June 7	BACK-TO-SCHOOL BLOUSES College-girl blouses, styled by a house known for its up-to-the-minute style ideas. Contact: Ann R. Silver Associates, MU. 2-8633.	GLENWEAR, LTD.	1372 BROADWAY

Beginning Monday June 7	FALL FASHION COLLECTIONS The following Guild Houses are now presenting their new Fall Collections: <u>NOW SHOWING</u> WILLIAM BASS DRESS CO. 530 7TH AVE. DAVE BELLSEY CO. 512 " " CAPRI FROCKS, INC. 1372 B'WAY DEITSCH, WERSBA, COPPOLA 512 7TH AVE. A. GOODMAN & CO. 530 " " JOSEPH HALPERT " " " HORWITZ & DUBERMAN 498 " " INTERNATIONAL DRESS CO. 1400 B'WAY JUNIOR LEAGUE FROCKS 1372 " KAPLAN & GRABOIS 498 7TH AVE. LA RUE DRESSES 550 " " MARY LEE, INC. 530 " "	FASHION ORIGINATORS' GUILD OF AMERICA, INC. <u>NOW SHOWING (Cont'd)</u> PARNIS-LEVINSON, INC. 530 7TH AVE. C.H.D. ROBBINS CO. 525 " " HERBERT SONDHEIM 530 " " SPECTATOR SPORTS " " " ZUCKERMAN & KRAUS 512 " " <u>MONDAY, JUNE 7</u> MARTIN SIMON, INC. 498 7TH AVE. <u>THURSDAY, JUNE 10</u> ED GERRICK 550 7TH AVE. BEN REIG CO. 498 " " <u>FRIDAY, JUNE 11</u> SAMUEL KASS 498 7TH AVE.	INDIVIDUAL SHOWROOMS
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Monday June 7- June 14	TRADE SHOWING OF FALL HATS These are showings of model hats for Buyers only, with cost of admission in each case a guarantee of minimum purchase of not less than \$100, which includes two or three model hats priced from \$35 to \$50 a piece. Seen by appointment only. Contact each milliner individually. JUNE 7-10 ANITA ANDRA 558 MADISON AVE. Miss Andra PL. 8-1809 JUNE 10,11,14 MADAME PAULINE 6 E. 53RD ST. Mme. Pauline EL. 5-9539	MODEL MILLINERS	INDIVIDUAL SHOWROOMS
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Monday June 7-26	AQUEDUCT SPRING RACE MEET	QUEEN'S COUNTY JOCKEY CLUB	AQUEDUCT RACE TRACK AQUEDUCT, LONG ISLAND
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Beginning Monday June 7- July 6	OPENING OF FALL HAND BAG LINES The following makers will show new early Fall hand bags: <u>MONDAY, JUNE 7</u> COBLENTZ BROS. 30 E. 33RD ST. <u>THURSDAY, JUNE 10</u> BIENEN-DAVIS 159 MADISON AVE. <u>TUESDAY, JUNE 15</u> I. JOLLES STUDIO 33 E. 33RD ST. JOSEF 30 " " "	QUALITY MANUFACTURERS <u>TUESDAY, JUNE 15 (Cont'd)</u> NAT LEWIS PURSES 135 MADISON AVE. HARRY ROSENFELD " " " <u>TUESDAY, JULY 6</u> PICHEL 14 E. 33RD ST.	INDIVIDUAL SHOWROOMS
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Tuesday June 8 10:30 A.M.	PRESS PREVIEW: FALL HAT COLLECTION This milliner with a smart social clientele will show his Fall creations to the Press, by invitation only. Publicity: Rosemary Sheehan, CO. 5-3147.	BRAAGAARD	17 WEST 57TH STREET
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Tuesday June 8 2:30 P.M.	FALL FASHION COLLECTION Special showing to Buyers and the Press of this high-style street and spectator sports house. By invitation. Publicity: Viola Shefer, PL. 3-2117.	FOX BROWNIE INC.	498 SEVENTH AVENUE
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Tuesday June 8 2:30 P.M.	NEW COLLECTION: FALL FASHIONS The 2:30 P.M. showing on Tuesday is for Press and buyers. Thereafter, two daily showings, 10:30 A.M. and 2:30 P.M. Call: CI. 7-7200.	MILGRIM	6 WEST 57TH STREET WHOLESALE SALON, 6 FL.
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 8 4:00- 7:00 P.M.	FASHION SHOW AND COCKTAIL PARTY Final winners in 3rd annual National Sewing Contest will be announced for first time; prize-winning garments from all sponsoring newspapers and radio stations shown; and six national winners (brought to New York especially for the festivities) introduced and awarded \$100 War Bond Prizes. Panel of judges who chose prize-winners included: Elsa Schiaparelli, Gladys Swarthout, Omar Kiam, Mrs. Oliver Harriman, Marian Young, Betty Green, Clarice Scott, Dorothea Zack and Grace Turner. (Winners of local New York contest, sponsored by Martha Deane's program on WOR, were selected on May 12th, and their garments too, entered in National Competition). "Finals" preview by invitation. Publicity: Gwenn McKenna, Tom Fizdale, EL. 5-5580.	NATIONAL NEEDLE- CRAFT BUREAU	WALDORF ASTORIA HOTEL SEPT ROOM
Tuesday June 8- June 9	RETAILERS' WAR COUNCIL This Federation, made up of 18 national retail associations and 30 state organizations has a membership of a half-million merchants. They will gather at the Waldorf from all around the country to determine what responsibilities the store keeper has between government agencies and the consumer. Supplies, distribution, priorities, etc., will be discussed and helpful suggestions offered to puzzled retailers. Purpose is to serve civilian customers in best way possible. Contact: David R. Craig, President, American Retail Federation, 1440 Broadway, N.Y.C., LA. 4-9678.	AMERICAN RETAIL FEDERATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH STREET
Wednesday June 9 12:30 P.M. Luncheon	PRESS LUNCHEON A luncheon and round-table discussion about problems women are facing today and what Abraham & Straus is doing to help with these problems. John Robert Powers and Grace Beneke will be present at the luncheon, which is for the Press only by invitation. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS, BROOKLYN	420 FULTON STREET GALLATIN ROOM, 6TH FLOOR
Wednesday June 9	ROSE FESTIVAL-FLOWER THEME IN TABLE SETTINGS Constance Spry, florist, and Wanamaker's have gotten together to glorify the Rose as decoration in house furnishings and table settings. All sorts of rose-strewn China and linens will be shown among dozens of fresh roses in a series of table settings. Many contain helpful items for bridals and Summer parties. Press and public invited. Publicity: ST. 9-4700.	JOHN WANAMAKER	B'WAY AT 9TH STREET LINEN DEPT., 4TH FLOOR
Thursday June 10 10:30 A.M.	INITIAL SHOWING: DINNER, AFTERNOON, STREET DRESSES Ben Gam, formerly of James J. Rothenberg, will present his initial Fall Collection in his new showroom. Buyers and Press invited. Contact: CH. 4-4129.	BEN GAM	530 SEVENTH AVENUE
Thursday June 10 12:15 P.M. Luncheon 1:15 P.M. Speakers	FASHION GROUP INTRODUCES THE FASHION GROUP, INC. "THREE NEW CUSTOMERS" An informative luncheon meeting discussing the fashion needs of three classes of women: defense workers, college girls and civilian workers. Speakers: Muriel King, designer, will discuss "War Workers' Needs" and will show her "Flying Fortress Wardrobe" of 12 items designed for workers at Boeing, Douglas and Lockheed Aircraft Plants in California. Kay Silver, Fashion Editor, Mademoiselle Magazine, will speak on "The Changed College Girl And Her Fashion Needs". Mademoiselle's College Board Editors will attend to amplify Miss Silver's talk. Third speaker: Mary Brewster White, Program Manager, Office of Program Coordination, OWI, will talk on "Women In Necessary Civilian Jobs", stressing the kind of clothes women need for office work, store	MURRAY HILL HOTEL PARK AVE. AT 41ST STREET	

(Continued on following page)



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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(Continued from preceding page)

selling; transportation and laundry problems. Unlimited guest privileges. Luncheon, \$1.65 (incl. tip). Make reservations promptly from CI. 7-1734.

Thursday June 10 12:30 P.M. Luncheon	ELECTION OF OFFICERS AND LUNCHEON Election of officers and board of directors will take place at this luncheon. Members and guests invited.	PUBLICITY CLUB OF NEW YORK Contact: Uriel Davis, CI. 7-6161.	BELMONT-PLAZA HOTEL CASINO-IN-THE-AIR
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Thursday June 10 8:00 P.M.	SIMULATED ENEMY AIR RAID DRAMATIZED BY C.D.V.O. This is a thrilling, exciting spectacle staged at Madison Square Garden with hundreds taking part to show the work of Civilian Defense workers under air raid. It is part of a drive to recruit half a million more volunteer defense workers in New York City. The show is titled "Civilian Defense in Action", and is staged by Norman Bel Geddes and Max Reinhardt. 2000 civilian defense workers will take part. Admission is free, and leading city officials and New York Philharmonic Orchestra will participate. Publicity: Mrs. Rykert, CO. 7-1000, ext. 95.	NEW YORK C.D.V.O.	MADISON SQUARE GARDEN 8TH AVE. AT 50TH STREET
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Thursday June 10	OPENING: FALL FUR COLLECTION Buyers invited. For appointment, contact: LO. 5-7054.	JULIUS GREENE FURS	330 SEVENTH AVENUE
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Saturday June 12 9:00 A.M.	BENEFIT FOR DOGS FOR DEFENSE One of the big dog show events of early Summer for the benefit of Dogs For Defense. Experts approved by the American Kennel Club will pass on the breeds in the show. Open to public. Admission: \$1.10. Al. 4-2540.	NORTH WESTCHESTER KENNEL CLUB	POLO GROUNDS, WEST- CHESTER COUNTRY CLUB RYE, NEW YORK
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Sunday June 13- July 3 11:00 A.M.- 6:00 P.M.	EXHIBIT: DESIGNER- CARICATURES Amusing exhibit of about 45 caricatures of outstanding American designers, among them: John of John Frederics; Helen Cookman; Jessie Franklin Turner; Valentina; Herman Tappé; Fira Benenson, Lilly Dache; Sally Victor; Nettie Rosenstein; Germaine Montabert; Omar Kiam; Louise Barnes Gallagher; Clarepotter; Pola Stout; Muriel King; Dick Koret; Aline Bernstein, etc. Open to public. Contact: CI. 6-7247.	ALINE FRUHAUF	NORLYST GALLERY 59 WEST 56TH STREET
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Beginning Monday June 14 2:30 P.M.	PRESENTATION: FALL AND WINTER COLLECTION Hansen Bang announces the presentation of his Fall and Winter Collection of sportswear, dresses, costumes, coats. Contact: BR. 9-4020.	HANSEN BANG, INC.	498 SEVENTH AVENUE
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Tuesday June 15 10:30 A.M.- 2:30 P.M.	MEXICAN COLLECTION OF INDOOR PLAY CLOTHES After two months in Mexico, Tina Leser, designer for Foreman Inc. has created a collection of play clothes in utilitarian styles but in flamboyant Mexican colors. In the showing will be slacks, skirts, dinner-at-home clothes and play clothes in fresh new styles. Press and Buyers invited. For appointment call: Edwin H. Foreman, WI. 7-6572.	TINA LESER OF EDWIN H. FOREMAN INC.	1410 BROADWAY
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 15 6:30 P.M.	ANNUAL UNITED JEWISH APPEAL DINNER This dinner launches the relief drive for United Jewish Appeal on behalf of the Jewish immigrants in Central and South American nations. Key speeches will be made by Dr. de Sola Pool and Ira Hirschman, Vice President of Bloomingdale's. Entire industry is behind this drive for funds and many of its members will be present at this annual dinner. Tickets, \$3.00 from United Jewish Appeal, 250 West 57th Street, CO. 5-2200.	BLOUSE AND SKIRT DIVISION	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.
Tuesday June 15	OPENING: FALL JEWELRY COLLECTION Despite priorities, costume jewelers still carry on fine businesses. This Coro Collection contains practically everything the line has always had with emphasis on Sterling Silver jewelry. Contact: Ann R. Silver, MU. 2-8633.	COHN & ROSENBERGER	47 WEST 34TH STREET
Tuesday June 15	OPENING: FALL FUR COLLECTION For appointment, contact: Miss Frances, BR. 9-1455.	BEN W. COHEN FURS	6 WEST 48TH STREET
Wednesday June 16 Through Summer	SPECIAL EXHIBIT: JULIUS BACHE COLLECTION The Bache Collection which includes more than 60 masterpieces of European paintings will be on loan at the Museum through the generosity of Julius F. Bache. Open to public. Publicity: Charlotte Hughes, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST. GALLERY D 6
Wednesday June 16- August 15	DANIEL GUGGENHEIM MEMORIAL CONCERTS Edwin Franko Goldman, conductor. Concerts given Sunday, Monday, Wednesday and Friday evenings on the Mall at Central Park; and Tuesday, Thursday and Saturday evenings in Prospect Park, Brooklyn. Public invited.	GOLDMAN BAND	CENTRAL PARK MALL PROSPECT PARK, B'KLYN
Thursday June 17 12:30 P.M. Luncheon	SYMPOSIUM ON "THE RULES WE WORK BY" 8 outstanding members of the Fashion Group, experts in the fields of cotton, leathers, woolens, hosiery, rayons, ready-to-wear, millinery and dyes and color, will give concise and clarifying reports for working under the current restrictions in their respective fields. Speakers include: Mimi Blaker, Galey & Lord; Ruth Kerr, Calf Tanners' Association; Elsie Murphy, S. Stroock; Rachel Smith, Berkshire Knitting Mills; Alice Ten Eyck, American Viscose Corp.; Janet Taylor, Marshall Field; Sally Victor, hat creator; and Eleanor Whitaker, du Pont. Members may bring guests. Luncheon, \$1.65. Contact: CI. 7-1734.	8 MEMBERS OF FASHION GROUP APPAREL DIVISIONS	MURRAY HILL HOTEL PARK AVE. AT 41ST ST.
Thursday June 17	ADVANCE CORSET MARKET WEEK ISSUE This is the annual issue full of the new market trends in corsets and bras, and informative and helpful facts on how to merchandise the new corsets and bras under today's market conditions. Contact: AL. 4-5252.	WOMEN'S WEAR DALY	8 EAST 13TH STREET
Thursday June 17	OPENING: 26TH SEASON STADIUM CONCERTS For the 26th season of Stadium Concerts, a new demountable stage suitable for both concert and dramatic purposes will be unveiled to replace the stage destroyed by lightning last Summer. Opening program: All-Tchaikowsky, with Artur Rubinstein as piano soloist. Other soloists during first week: Albert Spaulding, Marjorie Lawrence and Fritz Reiner, conductor. Tickets, 25¢-\$1.50. Concert committee: Mrs. Charles Guggenheimer and Mrs. Pierpont Morgan Hamilton. Arthur Judson, Manager. Publ.: Dorle Jarmel, CI. 7-7575.	STADIUM CONCERTS, INC.	LEWISOHN STADIUM 138TH AT AMSTERDAM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday June 19- June 20 3:00 P.M.	WASHINGTON MEWS VILLAGE FAIR Sponsored by the Music Box Canteen to celebrate its first anniversary, there will be a gay village fair, dancing, treasure chests, raffles, and goods to buy. Proceeds to benefit of Service Men and Merchant Seamen. Sponsors include: William M. Holmes, Bonwit Teller; Grover Whalen, Coty, etc. Admission: 55¢. Contact: Mrs. Bellin or Mrs. Lebow, GR. 7-9385.	MUSIC BOX CANTEEN	WASHINGTON MEWS NEW YORK CITY
Saturday June 19	NEW COLLECTION: NUPRIA FUR COATS Buyers and Press by appointment. Contact: Mr. Fromenson, PE. 6-5797.	FARBER-NAT BAEHR CORP.	224 WEST 30TH STREET
Sunday June 20- June 23	FALL MARKET WEEK California fashion showings will be held earlier in the hope that production will be as widely allotted as possible and deliveries on time for retail Fall openings. More details later.	ASSOCIATED APPAREL MFRS. OF LOS ANGELES	BILTMORE HOTEL LOS ANGELES, CALIF.
Week of June 20- June 27	TRIBUTE TO RUSSIA WEEK Annual city-wide observance of the week of June 20-27, in which the ceremonies of all boroughs will be climaxed on June 27th at a public meeting and Russian Music Program in Tri-Borough Stadium at Randall's Island. Publicity: Russian War Relief, MU. 6-3203.	RUSSIAN WAR RELIEF	11 EAST 35TH STREET
Monday June 21- June 22	BRIDAL BUSINESS CLINIC Two-day program for bridal secretaries and store personnel concerned with bride departments. Begins with 9 A.M. breakfast at Sherry's, includes Press luncheon at noon, and 8:30 Elizabeth Arden beauty breakfast on Tuesday. There is a full program of speakers, all authorities in their fields, which include silverware, wedding catering, home furnishings, decoration, etc. Speakers: Abbott Kimball, Rosemary Sheehan and of course Mrs. Alexandra Potts, Director, Merchandising Service, Bride's Magazine. In finale, on Tuesday at 4:30 P.M., Bride's Magazine will present a pre-publication review of its Autumn edition and a cocktail party at the Louis Sherry Room at Sherry's. Press admitted by invitation to all sessions, except final fashion show. Information from Miss Wright, MU. 2-1490.	THE BRIDE'S MAGAZINE	LOUIS SHERRY 300 PARK AVENUE
Monday June 21- June 24	NEW CORSET LINE SHOWN ON MODELS Warner's new line will be shown on models during Corset Market Week, June 21-24. Mrs. Jean Gordon will be on hand to answer questions from the Press on both the Warner line and predictions of the future in the Corset Market. Contact: Mrs. Jean Gordon, AS. 4-1195.	WARNER BROS. CO.	200 MADISON AVENUE
Week of Monday June 21	EARLY FALL OPEN- ING: CORSET AND BRASSIERE MARKET It has been agreed to open the Corset and Bra Market earlier than in years due to difficulties in getting orders delivered. This Fall market is an important one, for the lines will reflect the next step in the change-over necessitated by war conditions and dwindling supplies of elastic. There are definite signs of tightening up, but not with rubber. Manpower too is a problem. Therefore, the boards of both associations are looking ahead to this advance date for further guidance in their industry. Contact: Corset & Brassiere Association of America, 200 5th Ave., GR. 5-0880 and Associated Corset & Brassiere Association, 220 5th Ave., MU. 3-1593.	CORSET & BRASSIERE ASSOC. INDIVIDUAL OF AMER. AND ASSOC. CORSET SHOWROOMS & BRASSIERE MANUFACTURERS	



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 24- July 1	CONTINUATION, WEST COAST FALL FASHION WEEK As there is no San Francisco show this year, Buyers are invited to view women's and children's fashion lines and accessories in Los Angeles. Milliners have joined with this group to provide a worthwhile market for any who come. Contact: Julien Strauss, Sec. Treas., Pacific Coast Travelers Assoc., Biltmore Hotel, Los Angeles, Calif.	PACIFIC COAST TRAVEL- ERS ASSOCIATION	BILTMORE HOTEL LOS ANGELES, CALIF.
Mon. 6/28	OFFICIAL OPENING: FALL MILLINERY MARKET WEEK.		
Monday 6/28-7/24	EMPIRE RACE MEET	EMPIRE CITY RACING ASSOCIATION	YONKERS, NEW YORK
Monday July 12-30	SUMMER COURSE IN TEXTILE TESTING 9:00 A.M.- Summer course in current textile analysis and testing under direction of the 4:00 P.M. U. S. Testing Company's Textile Laboratory. Students will be taught commercial and government testing, by experts. The work includes such fabrics as nylons, rayons, fiber glass and all the newer synthetics. Registration fee: \$25. For registration, apply to Mr. G. R. Turner, U. S. Testing Co., 1415 Park Avenue, Hoboken, N. J., Hoboken 3-3166.	UNITED STATES TESTING CO., INC.	1415 PARK AVENUE HOBOKEN, NEW JERSEY
Tuesday July 13	FALL MILLINERY FASHION SHOW "Streamlined but appealing", is the description of this informal dinner and fashion presentation, proceeds to go to a war charity. This showing takes place two weeks after the Fall Millinery Market Openings, which begin June 28th. Exhibitors will be announced in a later issue of FASHION CALENDAR. Contact: Ethel Duhan, CH. 4-6547.	MILLINERY STABILI- ZATION COMMISSION	WALDORF ASTORIA HOTEL BALLROOM
Monday July 26	OPENING OF COLLEGE SHOP (Tentative)	B. ALTMAN & CO.	5TH AVE. AT 34TH STREET 3RD FLOOR
	Details to follow later. Other stores' college shops will be announced as dates are released. Altman Publicity: Faith Willcox, MU. 9-7000.		
Sunday August 15	NEWSSTAND DATE: VOGUE COLLEGE ISSUE (Conde Nast) Now open for tie-ins. Contact: Albert Kornfeld, MO. 4-7500.		420 LEXINGTON AVENUE

<u>DATES AHEAD</u>				<u>RED LETTER WEEKS</u>	
June 14	FLAG DAY	(Mon.)	June 21-26	NATIONAL SWIM-FOR-HEALTH WEEK	
June 19	CHILDREN'S DAY	(Sat.)	Sept. 11-18	NATIONAL FELT HAT WEEK	
June 20	FATHER'S DAY	(Sun.)	Sept. 13-18	CONSTITUTION WEEK	
June 22	1ST DAY OF SUMMER	(Tues.)	Sept. 19-25	NATIONAL DOG WEEK	
July 4	INDEPENDENCE DAY (Celebrated Mon.)		Oct. 1-11	NATIONAL BRANDS WEEK	
Aug. 19	NATIONAL AVIATION DAY	(Thurs.)	Oct. 2-9	NATIONAL RETAIL FURNITURE WEEK	
Sept. 6	LABOR DAY	(Mon.)	Oct. 3-9	FIRE PREVENTION WEEK	
Sept. 13	1ST DAY OF SCHOOL	(Mon.)	Oct. 3-9	NATIONAL LETTER WRITING WEEK	
Sept. 23	1ST DAY OF AUTUMN	(Thurs.)	Oct. 10-16	NATIONAL BUSINESS WOMEN'S WEEK	
Sept. 30	1ST DAY: JEWISH NEW YEAR	(Thurs.)*	Oct. 10-17	NATIONAL WINE WEEK	
Oct. 1	MOVING DAY	(Fri.)	Oct. 11-17	BIBLE WEEK	
Oct. 9	JEWISH DAY OF ATONEMENT	(Sat.)*	Oct. 17-23	NATIONAL PHARMACY WEEK	
Oct. 12	COLUMBUS DAY	(Tues.)	Oct. 24-31	NATIONAL APPLE WEEK	
			Oct. 31-11/6	NATIONAL GIRL SCOUT WEEK	

\*Market closed for all practical purposes.



MUSIC... THEATRE... MOVIES... NIGHT SPOTS

- Now.....OUT-DOOR ROOF GARDEN DINING      HOTEL SHERATON ROOF, LEXINGTON AT 37TH ST.  
 Going      Complying with dim-out regulations by means of awnings and shrubbery, the  
 On      Sheraton Roof is able to serve charming out-door dinners during sultry  
          Summer weather. King Johnson and his Orchestra are on hand for music and  
          dancing and Rosemary Smith sings. Good food, good service. Dinner, \$1.25  
          up, and beautiful view of East River. Publicity: Jay Fagan, BR. 9-4128.
- Saturday....PREMIERE: "CAPTIVE WILD WOMAN" (Movie)      RIALTO THEATRE, 1451 BROADWAY  
 June 5      A Universal thriller with Evelyn Ankers and John Carradine. Publicity:  
          Mr. Horwitz, CI. 7-7100.
- Tuesday....PREMIERE: "THE STUDENT PRINCE"      BROADWAY THEATRE, 1681 BROADWAY  
 June 8      Revival of the famous operetta with cast of principles including Helen  
          Arthur and other light opera singers. Production caters to the escapist  
          feeling appreciated in entertainment today. Costumes by Watson Barrett.  
          Publicity: C. P. Grenaker, CI. 6-9500.
- Thursday....PREMIERE: "EARLY TO BED"      BROADHURST THEATRE, 235 W. 44TH ST.  
 June 10      New sparkling musical comedy, marks stage debut of Mary Small, famous radio  
          singer, launched by Rudy Vallee. Muriel Angeles, English-born star, in  
          leading role. Costumes, Miles White. Publ.: Jean Dalrymple, MU. 5-3114.
- Thursday....PREMIERE: "THE YOUNGEST PROFESSION" (Movie)      RADIO CITY MUSIC HALL, 6TH AT 50  
 June 10 or      An important MGM picture starring Virginia Weidler and Edward Arnold and  
 June 17      including appearances of Greer Garson, Lana Turner, William Powell, Robert  
          Taylor and Walter Pidgeon as themselves. Costumes supervised by Irene,  
          associated with Shoup. Publicity: Lou Smith, BR. 9-7800.
- Monday.....PREMIERE: "THE ARMY PLAY-BY-PLAY"      46TH ST. THEATRE, WEST BROADWAY  
 June 14      These are the five prize-winning plays of the Soldier's Play Writing con-  
          test sponsored by the Army's Second Service Command and John Golden. The  
          proceeds will be donated to the Soldiers' and Sailors' Club of New York.  
          Tickets, \$3.30 to \$11, from Mrs. John Hay Whitney at Office of Colonel  
          Charles F. H. Johnson, 1440 Broadway.
- Week of.....PREMIERE: "THOSE ENDEARING YOUNG CHARMS"      BOOTH THEATRE, 225 W. 45TH ST.  
 June 14      A Max Gordon production of a comedy by Edward Chodorov. Cast includes only  
          four characters, Blanche Sweet, Virginia Gilmore, Dean Harens and Zachery  
          Scott. Costumes by Frederick Fox. Publicity: Nat Dorfman, ME. 3-0858.
- Wednesday...PREMIERE: "CONEY ISLAND" (Movie)      ROXY THEATRE, 7TH AVE. AT 50TH ST.  
 June 16      This is a big spectacle in technicolor, starring Betty Grable and George  
          Montgomery. Costumes by Helen Rose. Publ.: Jeannette Sawyer, CI. 6-0950.
- Thursday....GALA PREMIERE: STADIUM CONCERTS, LEWISOHN STADIUM, 138TH AT AMSTERDAM  
 June 17      Artur Rubinstein will play the Tchaikowsky B Flat Minor concerto.
- Wednesday...PREMIERE: "DIXIE" (Movie)      PARAMOUNT THEATRE, B'WAY AT 43RD  
 June 23      This is a Paramount costume picture starring Dorothy Lamour and Bing Crosby.  
          Sounds like a sure-fire all-Summer success. Costumes by Edith Head. Pub-  
          licity: Aileen Brenon, BR. 9-8700.
- Thursday....PREMIERE: "STAGE DOOR CANTEN" (Movie)      CAPITOL THEATRE, B'WAY AT 51ST  
 June 24      This is United Artist's big patriotic-musical-comedy picture of the year,  
          using the actual Stage Door Canteen for background and marking the star-  
          debut of Cheryll Walker, and the greatest collection of stage and film  
          stars ever assembled under one camera, including: Katharine Cornell,  
          Katherine Hepburn, Lunt and Fontanne, Ray Bolger, Gypsy Rose Lee and others.  
          Publicity: Robin Harris, BR. 9-7300.
- Thursday....STADIUM PRESENTATION OF BALLET THEATRE, LEWISOHN STADIUM, 138TH AT AMSTERDAM  
 June 24-      A festival of Russian Ballet with four performances will be a Summer re-  
 June 27      prise of the Ballet Theatre, which has just completed 43 performances at the  
          Metropolitan Opera House. Starred will be Alicia Markova, Leonide Massine,  
          Anton Dolin, Lucia Chase, others. Publ.: Dorle Jarmel, CI. 7-7575.